

## 2. THE IMPORTANT ROLE OF MEDIA IN SHAPING OUR CULTURE.

a. Technological growth:

just a statement about how technology has changed the way, the speed, and the places in which we are now receiving our media. Ie.....internet, streaming, netflix, tablets, cell phones, etc... from telegraph all the way to video/film. The experience itself has changed into a more powerful delivery system.

b. , c. and d. :

are part of the media history story. Just make mention of the way media technology has evolved from these previous powerful forms to Video which is more powerful still, simply because it engages more of the senses and how statistically today it is the prominent form of media delivery. People are choosing to view media this way, rather than just listen or read. For example youtube is fast approaching Google as the most prominent search engine, and already surpassing it as a fiscally viable business model. We must illustrate that it is (so far), the most powerful form, even if for just the above 2 reasons. (*more used and more engaging*).